

PERCEPTION OF HIGH SCHOOL STUDENTS TOWARDS TELEVISION
ADVERTISEMENTS

A Research Paper

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by

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ABSTRACT

This research study was designed to determine the Perception of High School Students towards Television Advertisements. The study conducted answered the following objectives: (1) What is the perception of high school students towards television commercials when taken as an entire group and when grouped according to sex and year level, and (2) Is there a significant difference in the perception of high school students towards television commercials when grouped according to sex and year level?

The respondents for the study were 253 randomly selected high school students. The study used survey as the method and a validated researcher- made perception checklist. Statistical tools employed were the frequency, percentage and Chi- square test of independence. The level of significance is set at 0. 5 alpha for a two- tailed test.

After the survey was deployed, it was found that: (1) The perception of students towards TV advertisements is favorable or positive because the high percentage response on Yes items favored TV advertisements and had low percentage of Yes on negative items related to TV advertisements. (2) When the students were grouped by gender, responses are relatively the same except only on two items of which the males have higher percentage. (3)When grouped by year level, the responses were also homogeneous except only on three items of which most of the differences were affected by higher percentage of Yes registered by first year students.